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**DATE:** 5/16/2006

**TO:** Mail Stop: Amendment Examiner Bekerman Group Art Unit: 3622

**COMPANY:** United States Patent and Trademark Office

**FACSIMILE NO:** 571-273-8300

**FROM:** John Biggers, Reg. No. 44,537

**RE:** Response/Amendment to Atty. Docket No.: AUS920010627US1  
OA dated February 9, (005)  
2006; Title: "Monitoring  
Actual Screen Display of  
Online Advertising"

**SERIAL NO.:** 09/941,248 **CUSTOMER NO.:** 34533

**NUMBER OF PAGES:** (Including Cover) 31

**COMMENTS:** Please see attached.

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Catherine Berglund

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May 16, 2006

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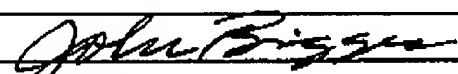
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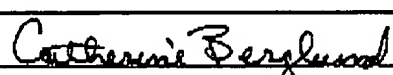
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<b>TRANSMITTAL FORM</b>  <small>(to be used for all correspondence after initial filing)</small>	Application Number	09/941,248	<b>RECEIVED CENTRAL FAX CENTER MAY 16 2006</b>
	Filing Date	08/28/2001	
	First Named Inventor	Mark J. Hamzy	
	Art Unit	3622	
	Examiner Name	Bekerman, Michael	
Total Number of Pages in This Submission	31	Attorney Docket Number	AUS920010627US1

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers  <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Petition for Extension of Time (2 Originals); Facsimile Cover Letter
Remarks The Commissioner is authorized to charge or credit Deposit Account No. 09-0447. Customer No. 34533.		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	BIGGERS & OHANIAN, LLP		
Signature			
Printed name	John R. Biggers		
Date	May 16, 2006	Reg. No.	44,537

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